Looking Back on 1990: The Business, the Books, the People
The Bestsellers • Thoughts from the Top • The Year in Bookselling
Critics' Choices • What We Got from Washington • A Poetic Farewell

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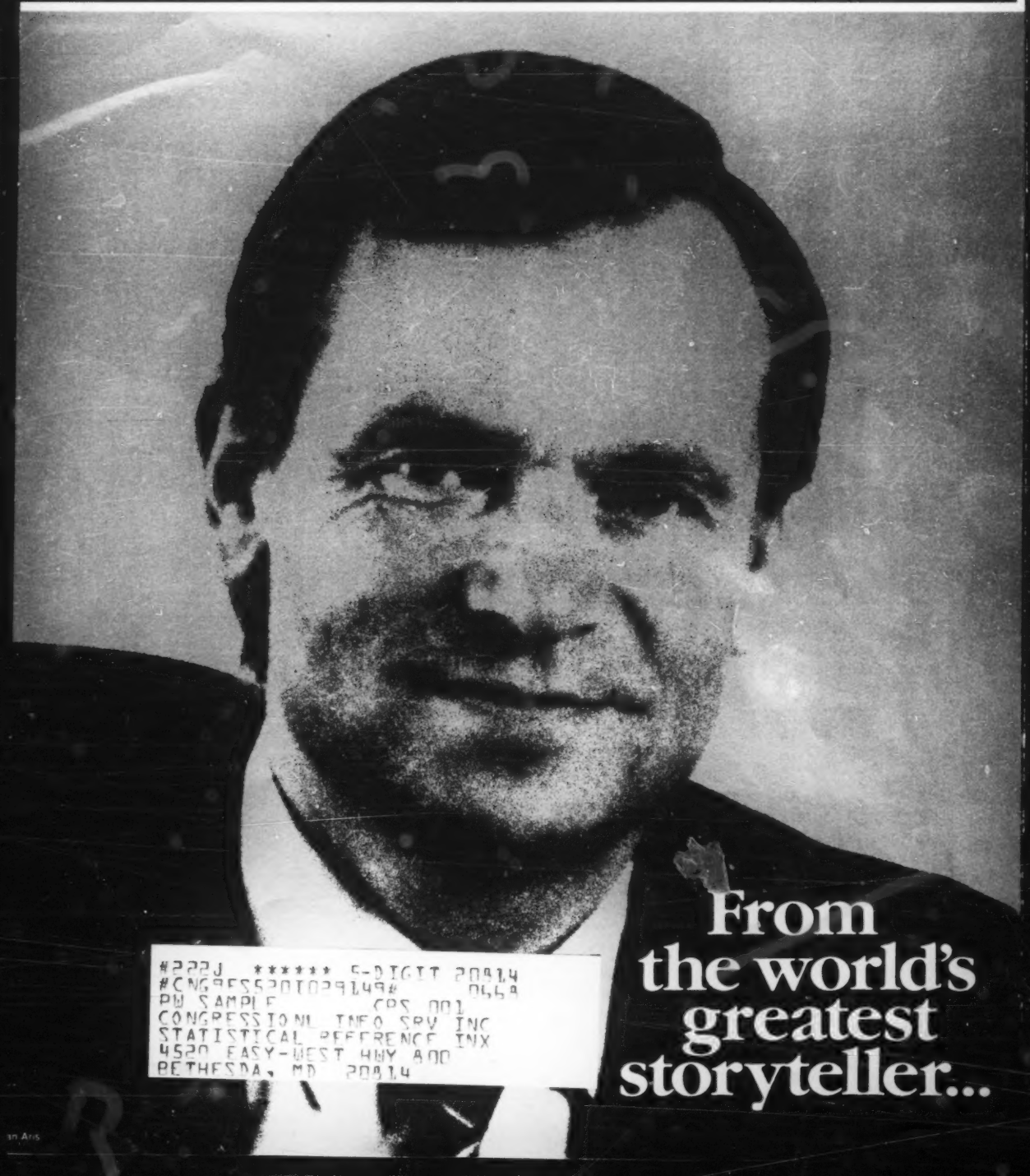

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Longest-Running Hardcover Bestsellers for 1990

The books on these *PW* hardcover and paperback bestseller lists are those that lasted longest on our regular weekly bestseller lists in 1990. This list of fiction and nonfiction titles does not necessarily reflect the year's bestselling hardcover books in terms of actual sales. Some titles that achieve bestsellerdom in the last few months of the year will have the highest rate of sales because of holiday purchase.

FICTION

		#Wks. on '90 List	#Wks. on '89 List
1	**Oh, The Places You'll Go!.** Dr. Seuss. Random House (2/90; $12.95).	37	–
2	**Clear and Present Danger.** Tom Clancy. Putnam (8/89; $21.95).	28	16
3	* **The Stand: The Complete and Uncut Edition.** Stephen King. Doubleday (5/90; $24.95).	27	–
	* **The Burden of Proof.** Scott Turow. Farrar, Straus & Giroux (6/90; $22.95)	27	–
4	* **The Bourne Ultimatum.** Robert Ludlum. Random House (3/90; $21.95)	24	–
5	* **September.** Rosamunde Pilcher St. Martin's/Dunne (5/90; $22.95)	22	–
6	**Message from Nam.** Danielle Steel. Delacorte (6/90; $21.95).	18	–
7	* **Memories of Midnight.** Sidney Sheldon. Morrow (9/90; $21.95).	17	–
	An Inconvenient Woman. Dominick Dunne. Crown (6/90; $19.95)	17	–
8	**Devices and Desires.** P. D. James. Knopf (2/90; $19.95).	16	–
9	**Dragon.** Clive Cussler. Simon & Schuster (6/90; $21.95).	15	–
	Tales from Margaritaville: Fictional Facts and Factual Fancies. Jimmy Buffett. Harcourt Brace Jovanovich (9/89; $16.95)	15	10

NONFICTION

		#Wks on '90 List	#Wks on '89 List
1	**Wealth Without Risk.** Charles Givens. Simon & Schuster (12/88; $19.95).	41	48
2	* **Barbarians at the Gate: The Fall of RJR Nabisco.** Bryan Burrough and John Helyar. HarperCollins (1/90; $21.95).	36	–
3	* **Megatrends 2000.** John Naisbitt and Patricia Aburdene. Morrow (1/90; $21.95).	33	–
4	* **It Was on Fire When I Lay Down on It.** Robert Fulghum. Villard Books (9/89; $17.95)	31	15
5	* **Liar's Poker: Rising Through the Wreckage on Wall Street.** Michael M. Lewis. Norton (10/89; $18.95).	30	6
6	* **Men at Work.** George F. Will. Macmillan (4/90; $19.95).	26	–
7	**Dave Barry Turns 40.** Dave Barry. Crown (6/90; $16.95).	21	–
	You Just Don't Understand: Men and Women in Conversation. Deborah Tannen. Morrow (6/90; $18.95)	21	–
8	* **Homecoming: Reclaiming and Championing Your Inner Child.** John Bradshaw. Bantam (7/90; $18.95).	20	–
	* **All I Really Need to Know I Learned in Kindergarten.** Robert Fulghum. Villard Books (10/88; $15.95).	20	51
9	* **Secrets About Men Every Woman Should Know.** Barbara DeAngelis. Delacorte (2/90; $17.95).	19	–
10	**Beware the Naked Man Who Offers You His Shirt.** Harvey Mackay. Morrow (11/89; $19.95).	18	–
11	**The Seven Habits of Highly Effective People.** Stephen R. Covey. Simon & Schuster (8/89; $19.95).	16	–

* These titles achieved the #1 spot during their 1990 presence on *PW*'s Bestseller List.

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Longest-Running Paperback Bestsellers for 1990

As in previous years reprints of hardcover bestsellers dominated the mass market list, while humor continued to be the most popular category on the trade list. This year also welcomed many more quality works of nonfiction on the trade side.

MASS MARKET

		#Wks. on '90 List	#Wks. on '89 List
1	* **All I Really Need to Know I Learned in Kindergarten.** Robert Fulghum. Ivy Books (11/89; $5.95)	50	4
2	* **The Joy Luck Club.** Amy Tan. Ivy Books (6/90; $5.95)	25	–
3	* **Presumed Innocent.** Scott Turow. Warner (6/90; $5.95)	21	–
4	* **Clear and Present Danger.** Tom Clancy. Berkley (8/90; $5.95)	15	–
5	**The Pillars of the Earth.** Ken Follett. Nal/Signet (8/90; $5.95)	13	–
	* **The Hunt for Red October.** Tom Clancy. Berkley (3/90; $4.95)	13**	–
6	* **The Dark Half.** Stephen King. Nal/Signet (10/90; $5.95)	12	–
	Oldest Living Confederate Widow Tells All. Allen Gurganus. Ivy Books (10/90; $6.95)	12	–
	* **While My Pretty One Sleeps.** Mary Higgins Clark. Pocket Books (7/90; $5.95)	12	–
	The Russia House. John Le Carré. Bantam (7/90; $5.95)	12	–
	A Prayer for Owen Meany. John Irving. Ballantine (5/90; $4.95)	12	–
	When Rabbit Howls. The Troops for Truddi Chase. Jove (4/90; $4.95)	12	–
7	**The Shell Seekers.** Rosamunde Pilcher. Dell (2/89; $4.95).	11	43
	The Bonfire of the Vanities. Tom Wolfe. Bantam (11/88; $5.95).	11	26
	Billy Bathgate. E. L. Doctorow. Harper Paperbacks (2/90; $5.95)	11	–
8	**Postcards from the Edge.** Carrie Fisher. Pocket Books (9/90; $4.95)	10	–
	Garden of Lies. Eileen Goudge. Nal/Signet (7/90; $5.95)	10	–
	* **Star.** Danielle Steel. Dell (3/90; $5.95)	10	–
	* **Web of Dreams.** V. C. Andrews. Pocket Books (2/90; $5.50)	10	–
	A Thief of Time. Tony Hillerman. Harper Paperbacks (12/89; $4.95)	10	1

TRADE

		#Wks on '90 List	#Wks on '89 List
1	* **Codependent No More.** Melody Beattie. H & R/Hazelden (5/87; $8.95)	51	49
2	**The T-Factor Fat Gram Counter.** Jamie Pope-Cordle, Martin Katahn. Norton (11/89; $1.95)	45	–
3	* **50 Simple Things You Can Do to Save the Earth.** EarthWorks Group. EarthWorks Press (11/89; $4.95)	31	–
4	* **Weirdos from Another Planet!** Bill Watterson. Andrews & McMeel (4/90; $7.95)	29	–
5	**Dianetics: Revised Edition.** L. Ron Hubbard. Bridge (9/85: $8.95)	21	10
6	**From Beirut to Jerusalem.** Thomas Friedman. Doubleday/Anchor (8/90; $12.95)	16	–
7	**Happy Trails!** Berke Breathed. Little, Brown (3/90; $8.95)	15	–
	* **A Brief History of Time.** Stephen W. Hawking. Bantam (5/90; $9.95)	15	–
8	**The Road Less Traveled.** M. Scott Peck. Touchstone/S & S (1983; $9.95)	14	43
9	* **The Authoritative Calvin & Hobbes.** Bill Watterson. Andrews & McMeel (9/90; $12.50)	12	–
10	**Rand McNally Road Atlas 1990.** Rand McNally (11/89; $6.95)	11	2
	50 Simple Things Kids Can Do to Save the Earth. Earthworks Group. Andrews & McMeel (4/90; $7.95)	11	–
	The Secret Diary of Laura Palmer. As Seen by Jennifer Lynch. Pocket (9/90; $8.95)	11	–
11	**What to Expect When You're Expecting.** Eisenberg, Murkoff and Hathaway. Workman (1984; $8.95)	10	1
	* **The PreHistory of the Far Side.** Gary Larson. Andrews & McMeel (10/89; $12.95)	10	11
	The Language of Letting Go. Melody Beattie. HarperSanFrancisco/Hazelden (4/90; $8.95)	10	–
	14,000 Things to Be Happy About. Barbara Ann Kipfer. Workman (4/90; $6.95)	10	–
	Liar's Poker. Michael Lewis. Penguin (9/90; $8.95)	10	–

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